September 16, 1997

To:

Mark Young	Rory O'Rourke	Mike McHugh
Jay Loftin	Mike Jacques	Mark Goodman
Greg Young	Bill Noah	Jude Crouch
Dave Turner	Juacane Reynolds	Eddie Miyares
Bob Rissler	Natalie Davis	Tom Bagby
Sam Karambelas	Kevin Warden	Sharon Cordell

From: Jack Kerigan

Re: **SALEM Coolers**

As you may recall, I sent each of you two SALEM soft-side coolers and a challenge for name generation to improve our database of competitive smokers on July 25. Well, things have been pretty busy as SALEM prepares to test its new packaging in the fourth quarter. Your response has been unanimous. Also, reports of your execution of the WINSTON repositioning are outstanding. So at this time let me outline SALEM's proposal for much needed database names:

For each Sales Representative and Manager who completes and returns five of the attached name generation cards, the SALEM Brand will send two soft-side coolers.

The completed cards must be from competitive menthol smokers (preferably Newport) between the ages of 21 and 34. The competitive smoker will receive free offers and coupons from SALEM.

Cards must be mailed in bulk by each ROU to:

R. J. Reynolds Tobacco Company
401 North Main Street
Winston-Salem NC 27102
Attention: Jack Kerigan, 10601

and received by October 20, 1997.

These cards are the standard type used by Field Sales and can be ordered by each ROU. I will ship your requested quantity of coolers immediately to the ROU or specific Rep addresses (I already have address lists for Atlanta and Chicago representatives.)

Thank you for your help!

Jack Kerigan

jj

cc: Mr. D. W. Shouse, Ms. Y. J. Willard, Mr. F. E. Cook, Ms. L. Smith

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Source: https://www.industrydocuments.ucsf.edu/docs/hxkn0000